

Partnering with the Media to Address HIV/AIDS

Tina Hoff | Vice President |
Director, Entertainment Media Partnerships |
Kaiser Family Foundation

THE HENRY J.
KAISER
FAMILY
FOUNDATION

Who is the Kaiser Family Foundation?

- **An operating foundation with a mission to inform policymakers, the media and public about pressing health issues**
- **Among issues of focus: the uninsured, Medicaid, Medicare, and HIV/AIDS**
- **Core activities: policy analysis, public opinion research, media studies, and public information campaigns conducted in partnership with media**

What makes an effective media campaign?

1. A Clearly Defined Target Audience

2. Partnerships with Media Used by Target

3. Targeted Messages

4. A Coordinated, Multi-Platform Approach

5. Back-end Resources and Access to Services

6. Ongoing Monitoring and Assessing

Our U.S. Media Partners



1997



1998



2001



2003



2005



Regional Media Coalitions



2004



2004



2005



2006



2007

Programming Highlights ...

OUTDOOR
AIDS
MEDIA
MED
M
MED
MED
AIDS

Core Elements of Our Media Partnerships

1 | TARGETED PUBLIC SERVICE ADS



2 | INTEGRATED MESSAGES IN POPULAR PROGRAMS



3 | ORIGINAL PROGRAMMING



4 | FREE INFORMATION + REFERRAL SERVICES



5 | SPECIAL EVENTS + COMMUNITY OUTREACH



Targeted Public Service Ads (PSAs)

- Targeted and relevant messaging for audience
- Frequent and high profile media placements that reach audience
- A call-to-action directing audience to additional informational resources (eg. toll-free hotlines, websites, mobile/SMS)



Longer-Form Programming

- **HIV-themed storylines on popular entertainment shows**, including *Without A Trace*, *Judging Amy*, *Eve* and *America's Next Top Model*



- **Original shows and news segments** on MTV, BET and Univision, as well as ABMP and CBMP

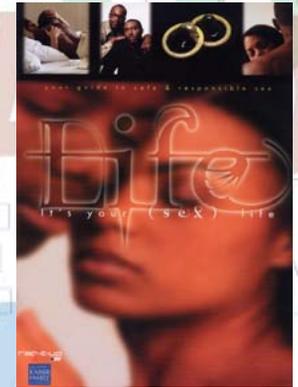


- **Project Awards** to support development of locally produced programming



Informational and Referral Services

- **Toll-free hotlines** with answers to FAQs, connections to referrals (including CDC)
- **Comprehensive web resources**, incl. a searchable database of testing centers
- **SMS text message service** that deliver information to mobile phones



Community Outreach and Events

- **Community Forums** with experts, hosted by BET / MTV talent
- **Programming Guides** distributed to youth and community groups
- **Contests** to promote interaction with audience
- **Special Events** to extend campaign messaging



Informing and Assessing Campaigns

- Ongoing monitoring of media placements and resulting audience response
- National random-sample surveys
- Call-back surveys
- Focus groups
- National and local public health trends

Exposure and Response

42% Percent of 16 to 24 year olds who saw our PSAs with MTV

Of these “definite” viewers, percent who report in response...

24% ...getting tested for HIV or another STD

24% ...visiting a doctor

49% ...talking with a partner about safer sex

Exposure and Response

94% Percent of 18 to 24 year-old African Americans who have seen **BET/KNOW HIV/AIDS** programming

Of these “definite” viewers, percent who report in response...

37% ... talking with a health care provider about **HIV/AIDS** and/or getting tested for **HIV** or another **STD**

52% ...talking with a partner about **safer sex**